

Abstract

The purpose of the present invention is to provide a commercial product sales system allowing a purchase and sale of an applicable commercial product just by photographing a desired commercial product out of a seemingly ordinary commercial product advertisement print and transmitting the photographed data. A commercial product sales-use print such as a catalog, flyer, et cetera, is printed by a special sign of a latent optical image almost invisible under a visible light and allowing an image recognition by photographing, together with seemingly common full color images of the commercial product image, product name, price, size, et cetera, per image section carrying advertisement products on the product-sale use prints. When a digital camera photographs an image section of a desired commercial product, the special sign is image-recognized for a display screen visibly imaging and is stored in a memory. The special sign is for example a bar code, QR code, et cetera, and includes a URL of a sales company, advertisement name, advertisement date, product code, et cetera. A person wanting a commercial product purchase is enabled to access to the URL of the sales company, move to a product exhibit page and carry out

an input for an order and its confirmation just by transmitting the photographed data.